

# **DIGITAL MARKETING BOOTCAMP**


# Ceci Dadisman

Digital Marketing Manager at FORM


15 years of experience working with  
arts & culture and nonprofit  
organizations

Focus on digital marketing and  
technology





**First, let's talk about  
your digital  
marketing  
ecosystem.**



**Email**

**Online Display Ads**

**Website**

**Social Media**



# Who is your ideal patron?

---



# Sample Sally

**BACKGROUND:**

- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

**DEMOGRAPHICS:**

- Skews female
- Age 30-45
- Dual HH Income: \$140,000
- Suburban

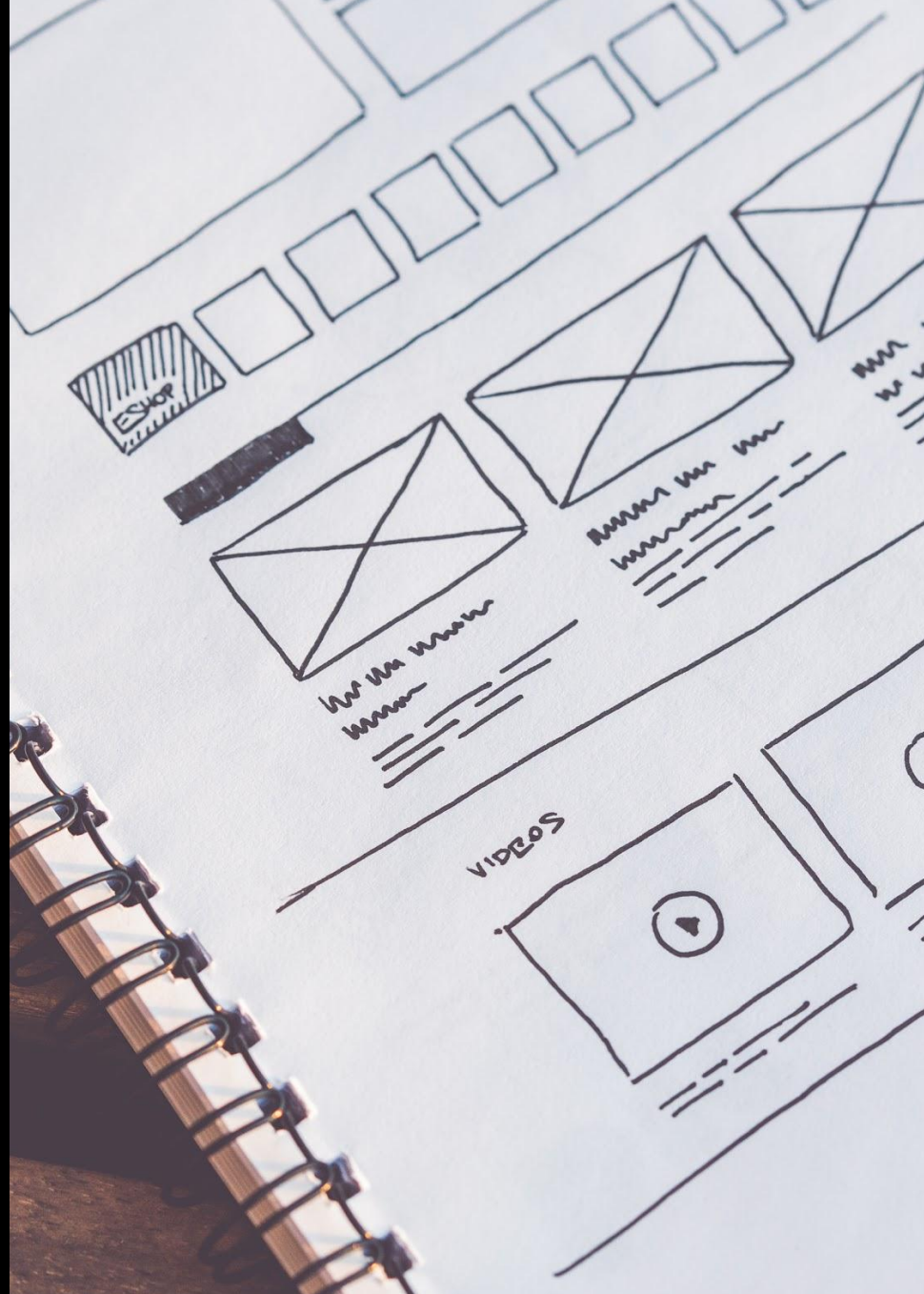
**IDENTIFIERS:**

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed



# Website Optimization

---

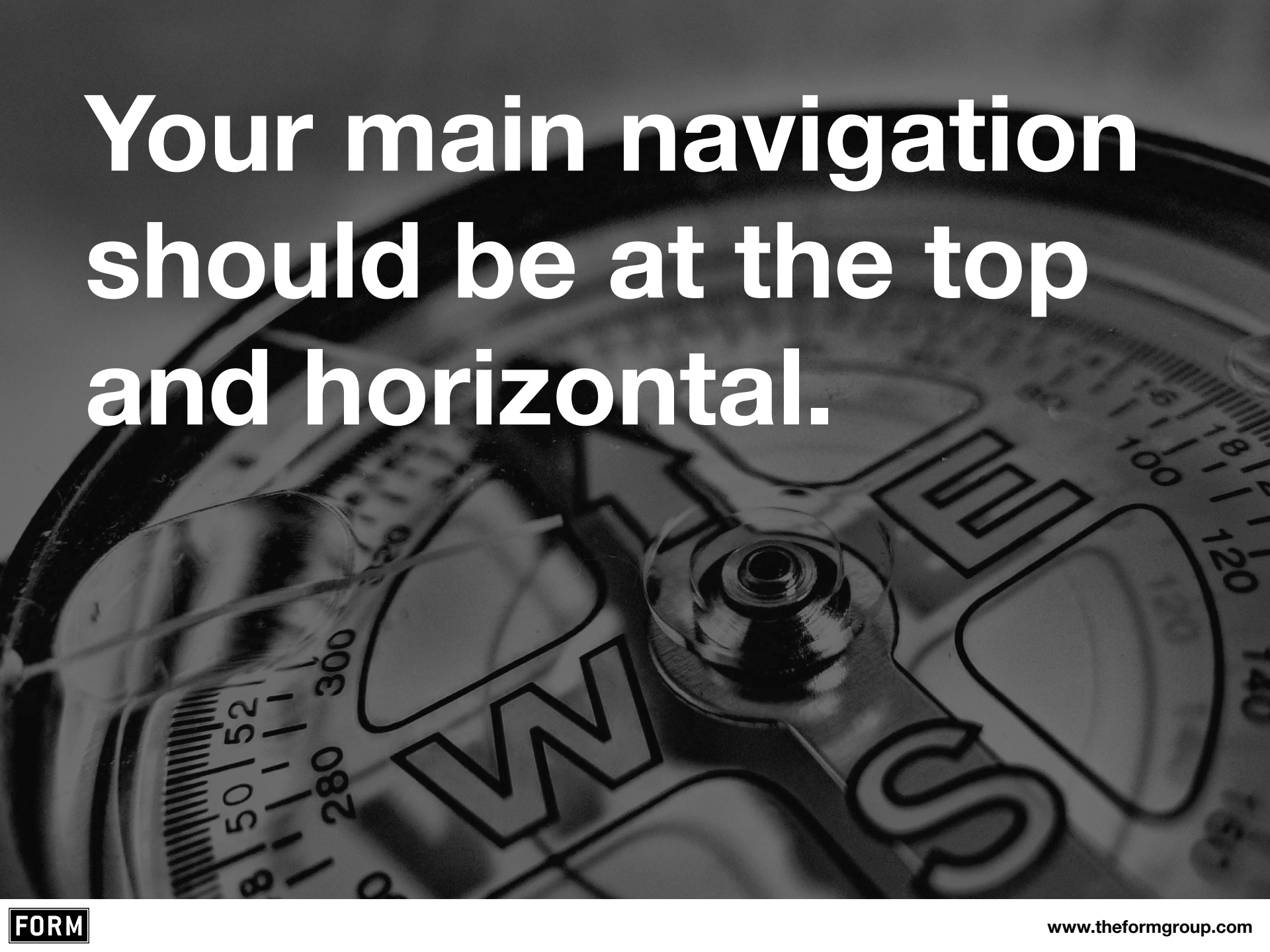


# Let's talk about your *navigation*.

People are there to:

- Find Show Dates/Times
- Buy Tickets
- Make A Donation
- Contact

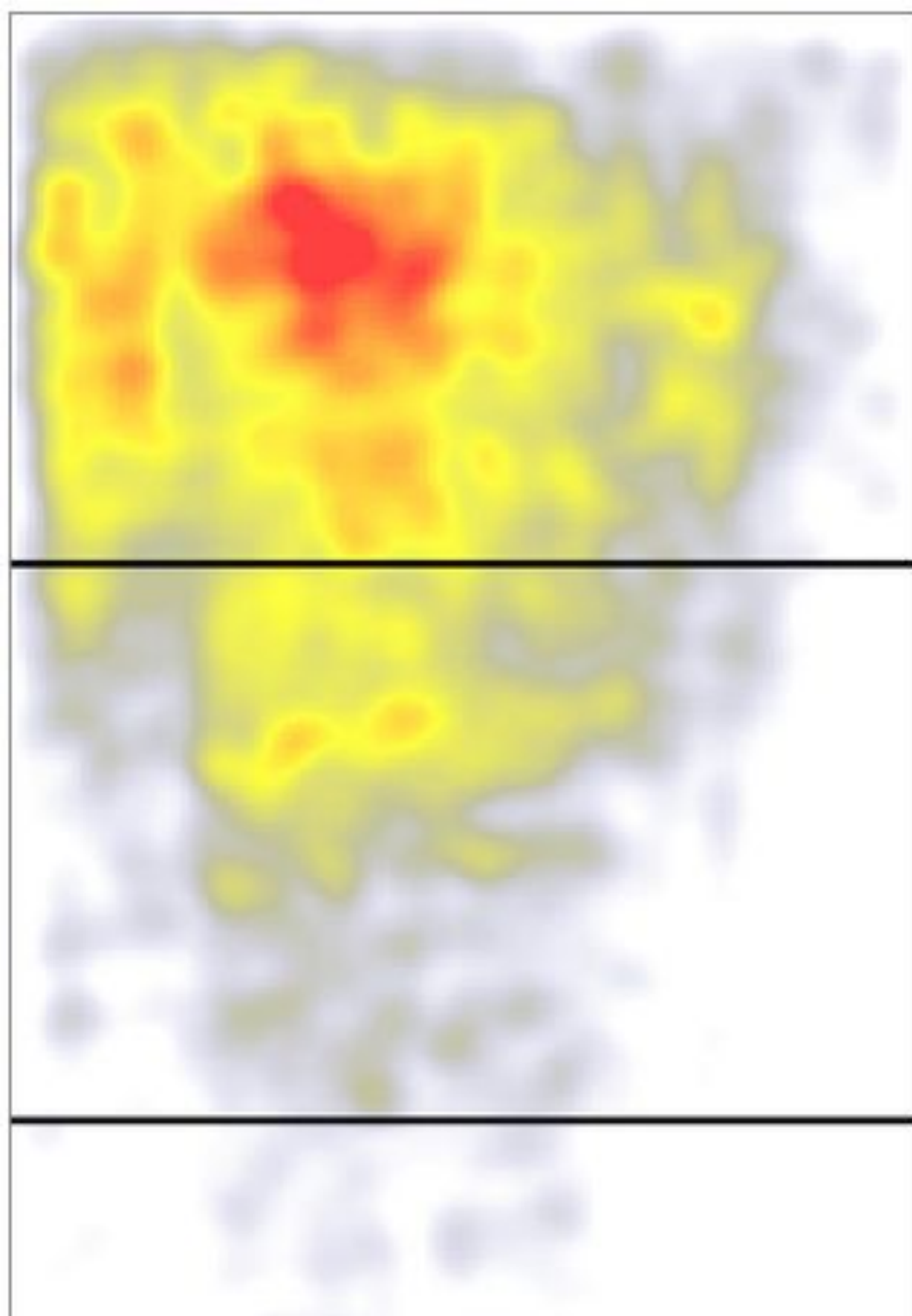




**Your main navigation  
should be at the top  
and horizontal.**

“What we find at the top of the page helps us decide to continue scrolling, navigate to another page, try another site, or abandon the task altogether.”

*Source: Nielsen Norman Group*



SHOWS ▾

TICKETS ▾

SUPPORT



DISCOVER

VISIT

FR



DONATE BUY TICKETS

OPERAS

HOW TO FEST

EDUCATION

LESLEY APPRENTICES

EVENTS

SUPPORT

ABOUT

NEW YORK PHILHARMONIC | WATCH & LISTEN | HISTORY & ARCHIVES | BLOG



CONCERTS & TICKETS

PLAN YOUR VISIT

EDUCATION

SUPPORT US

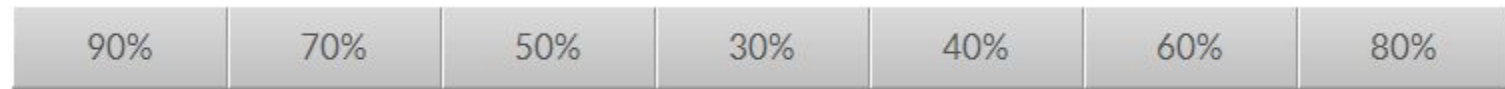
ABOUT US

Log In/Register View Cart ( 0 ) Donate Get Updates





# Serial Position Effect

What is it?



[Log in](#) • [Register](#) • [My Cart](#) • [Donate Now](#) • [Get Updates](#)

SEARCH 



THE CLEVELAND  
ORCHESTRA  
FRANZ WELSER-MÖST


BLOSSOM

MIAMI

< MAY 2016 >

View Full Calendar

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

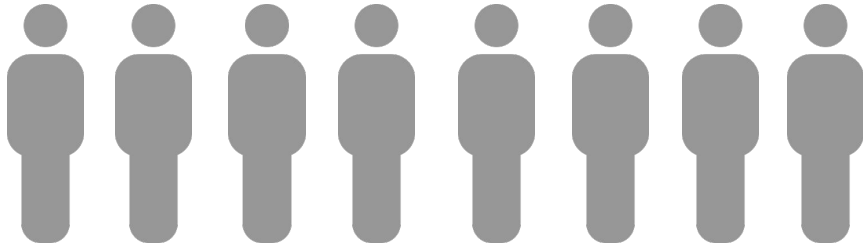
 [CONCERTS & TICKETS](#) | [PLAN YOUR VISIT](#) | [ABOUT THE ORCHESTRA](#) | [EDUCATION & COMMUNITY](#) | [SUPPORT & VOLUNTEERS](#) | [NEWS & UPDATES](#) | [SIGHTS & SOUNDS](#)



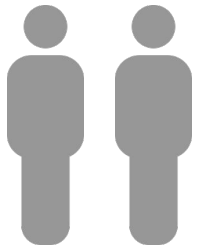
Let's learn about how  
people *interact* with  
websites and website  
content.

# Above and Below the Fold


Viewing habits



**80%** ABOVE



**20%** BELOW



# Only about 1% of visitors click on a homepage slider feature.

And the vast majority of those 1% clicked on just the first slide.

*Source: University of Notre Dame*



louisville ballet

## GET READY

CELEBRATE OUR NEXT  
BREATHTAKING SEASON

FIND OUT MORE



2016-2017 SEASON

65 SIXTY-FIVE YEARS  
making.moving.art.



A search bar with a magnifying glass icon.

VISIT EXPLORE LEARN SUPPORT ABOUT JOIN

# WHERE ANIMALS, NATURE & FUN CONVERGE

*Plan Your Visit*

*Become A Member*

*Buy Tickets*

# Where young women learn to change the world.

WHY BEAUMONT IS RIGHT FOR YOU

Register for Summer Camps!  
Open to all 1st - 8th grade girls >

Summer Reading Assignments  
Get your 9th-12th grade assignments >




# Email









**The average time  
spent reading an  
email is 11.1  
seconds.**

— Litmus

**Email marketing brings in  
*\$40.56* for every dollar  
spent.**

— Direct Marketing Association

Nearly 1/3 of people have  
*stopped doing business*  
with companies that  
engage in *poor email*  
*practices.*

— Merkle Survey

# Overall Best Practices

Elements Every Email Should Have

1

## **Subject Line**

Make sure that your subject line is indicative of what is in the email.

4

## **Call-to-Action**

Guide your readers to click through by having one prominent call-to-action.

2

## **Images**

Feature one main compelling image near the top of your email.

5

## **List Segmentation**

Email messaging may vary depending on who is receiving it. Segmentation is key for success.

3

## **Body Text**

One or two short paragraphs of body text is the perfect amount to engage readers.

# Subject Lines

---



**Subject lines with *50*  
*characters or less* receive  
the most open rates.**

— MailChimp

**Subject lines phrased as a  
*question* performed  
better than statements.**

— MailChimp

**The use of personalization**  
*increased unique open*  
*rates* **by 74%.**

— Get Response



**Creating a great  
subject line means  
thinking about what  
the email is about,  
not what the email is  
called.**

# Design & Layout

---







Smithsonian  
*Cooper-Hewitt, National Design Museum*

## Bill's Design Talks: Landscape Architecture with Walter Hood

*June 14, 2012 at The Greene Space at New York Public Radio*



**Where:**  
The Greene Space at New York  
Public Radio  
44 Charlton St. (@Varick St.)  
NY, NY 10014

**When:**  
6/14/12 6:30-8:00 p.m.

*Register Now*

Walter Hood, landscape architect, professor and author, has been praised as a "community whisperer, creating spaces that have elements the residents want before they even know it." His inclusive and innovative designs transform overlooked sites like street corners and highway underpasses into vital gathering spaces. His approach puts community members at the center of the design



# PACIFIC NORTHWEST BALLET



NO FEES on APOLLO & CARMINA  
JUST 3 DAYS LEFT

**Apollo**, George Balanchine's neoclassical masterpiece, follows a god's path to nobility through instruction in the arts by the muses of dance, music, and poetry. Famous for its thundering "O Fortuna" anthem, **Carmina Burana** features evocative choreography and the 72-voice Seattle Choral Company to embody love, sin, and redemption.

**Apollo & Carmina**  
Now - This Sunday, April 22nd

[Buy Tickets](#)

[More Info](#)

[Read Reviews](#) | [Read Audience Responses](#)





# Cockatoo Island



Australian Government  
Sydney Harbour Federation Trust



## Shipyard Stories Exhibition

Discover a living legacy of maritime history in the heart of Sydney Harbour. Explore the legend of Cockatoo Island's dockyard and shipbuilding history. Free exhibition entry.

[READ MORE](#)

### Cockatoo Island camping special deal

Get a 25% discount when you book a two-night Cockatoo Island glamping or camping stay between 20 September-6 October.

[READ MORE](#)

### Cockatoo Island Secondary Programs

Watch students in action as they explore the Island's history in our new Secondary Programs video.

[READ MORE](#)

# Recommended Resources

They're both free!



**Campaign URL Builder**

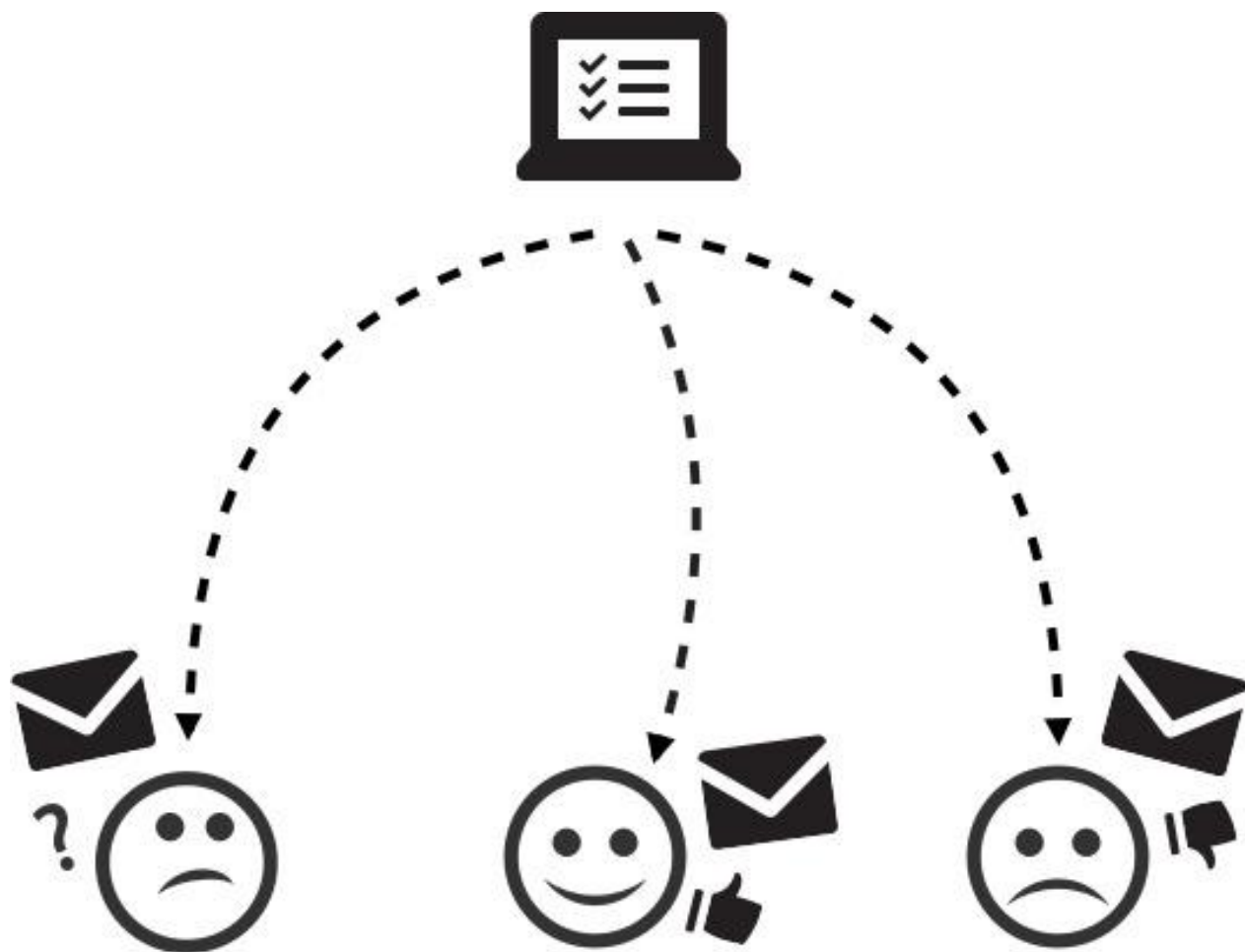
# Optimizing The Send

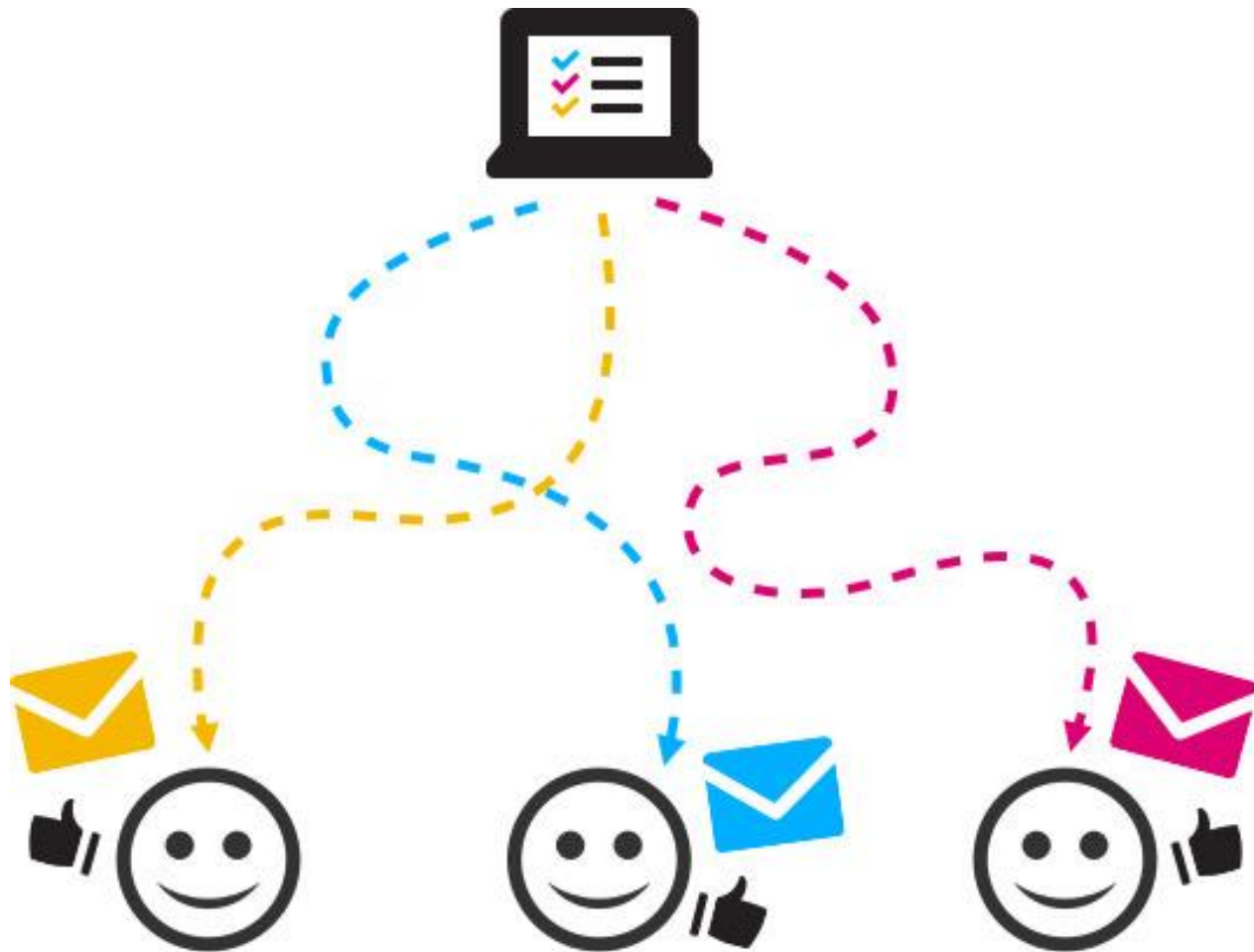
---





**Segmented email  
campaigns *increase*  
opens, clickthroughs, and  
conversions, all while  
decreasing unsubscribes  
and complaints.**





# Not everyone should receive every email you send out.

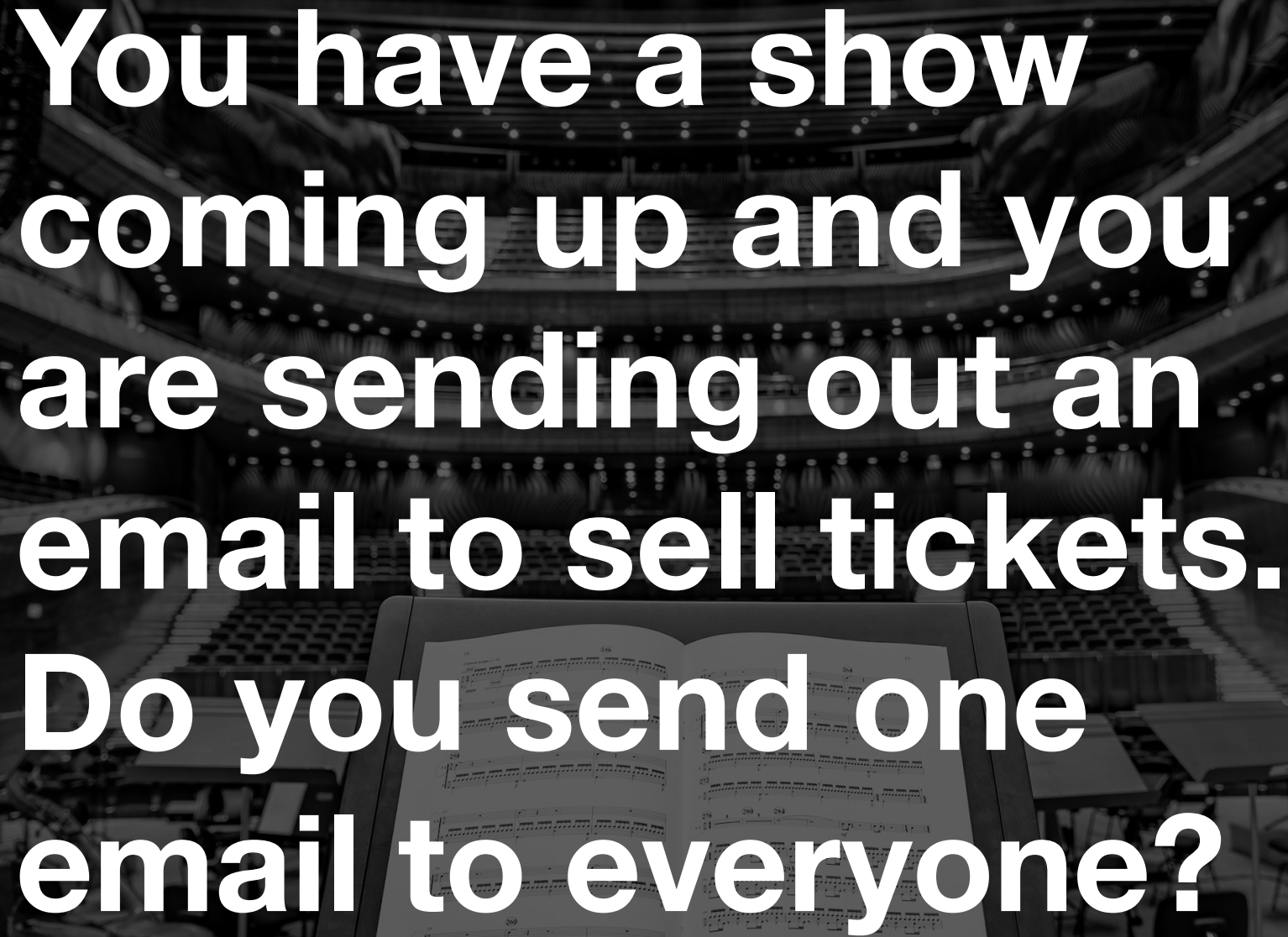
Highly engaged readers can withstand more frequent emails than someone who is less engaged.

# Basic Segmentation Data

This is data you already have!

- **Purchase History**
- **Event Attendance**
- **Discount Use**
- **Raffle Entry**
- **Membership/Donor Level**
- **Geography**
- **Email Behavior History**
- **Repertoire/Program Interests**

**When sending segmented emails, the *message* should always match the *recipient*.**



**You have a show  
coming up and you  
are sending out an  
email to sell tickets.  
Do you send one  
email to everyone?**

**Instead of sending one email to everyone, start by *segmenting* that into three targeted messages:**

New Acquisitions

Highly Engaged

Already Bought



People who have already  
bought are exactly that:  
patrons who have *already*  
*purchased tickets* to this  
particular show.

**New acquisitions are people who have not yet purchased to the show and are *not highly engaged* with your organization.**

**Highly engaged patrons  
are people who *regularly  
purchase tickets* and  
perhaps are also donors or  
subscribers to your  
organization.**

# Follow-Up Emails

---



# Three Segments of Follow-Ups

Here is where you will see the results!

1

## **Didn't Open**

These are the people who didn't open the first sales email at all.

2

## **Opened But Did Not Click**

They opened the first sales email, but they didn't click on the CTA.

3

## **Click But Did Not Buy**

They opened the first sales email, clicked on the CTA, but didn't make a purchase.

This group didn't open the first email so they haven't seen the information in it. Try sending the same email again with a more compelling subject line.



# Three Segments of Follow-Ups

Here is where you will see the results!

1

## **Didn't Open**

These are the people who didn't open the first sales email at all.

2

## **Opened But Did Not Click**

They opened the first sales email, but they didn't click on the CTA.

3

## **Click But Did Not Buy**

They opened the first sales email, clicked on the CTA, but didn't make a purchase.

Interested enough to open but not enough to click. Try sending additional information about the show, performers, or behind-the-scenes activities.

# Three Segments of Follow-Ups

Here is where you will see the results!

1

## **Didn't Open**

These are the people who didn't open the first sales email at all.

2

## **Opened But Did Not Click**

They opened the first sales email, but they didn't click on the CTA.

3

## **Click But Did Not Buy**

They opened the first sales email, clicked on the CTA, but didn't make a purchase.

Here is where you will see your highest conversion rates. Offer additional help with seating location or the ticket buying process.

# Social Media

---

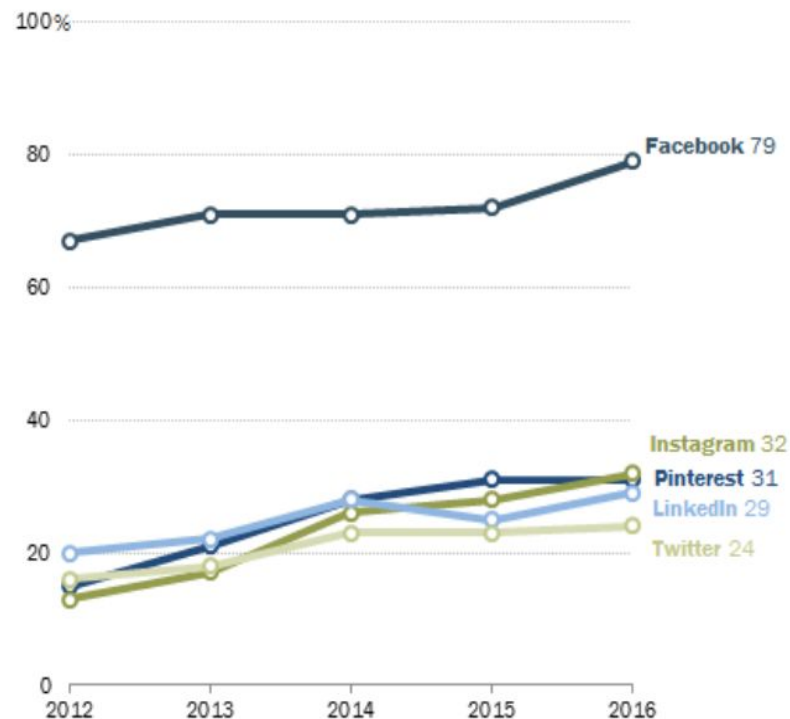




**Quality is more  
important than  
quantity in terms of  
profiles.**

## Facebook remains the most popular social media platform

% of online adults who use ...

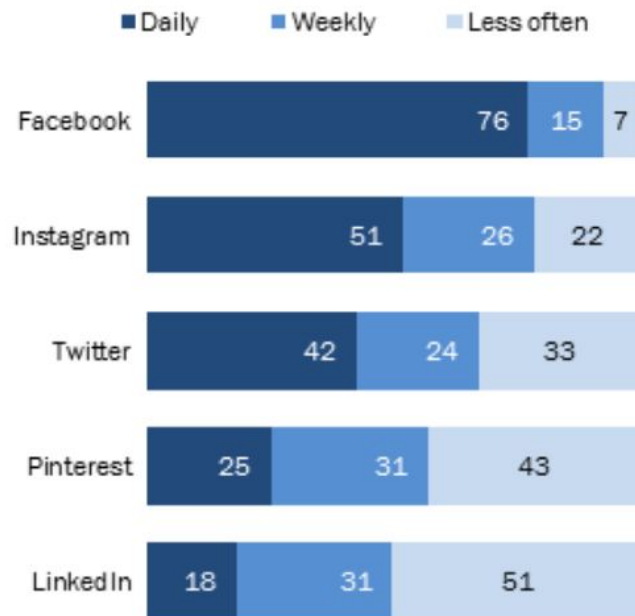


Note: 86% of Americans are currently internet users  
Source: Survey conducted March 7-April 4, 2016.  
"Social Media Update 2016"

RESEARCH CENTER

## Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...



Note: Do not know/refused responses not shown.  
Source: Survey conducted March 7-April 4, 2016.  
"Social Media Update 2016"

PEW RESEARCH CENTER

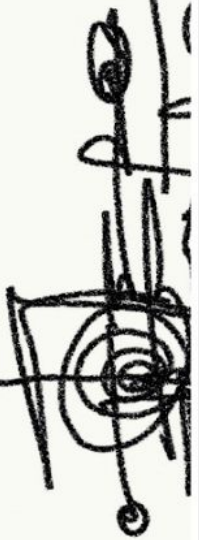




**Every social media  
platform has a different  
*feel, voice, and post  
structure.***

IF YOU TALKED TO PEOPLE  
THE WAY ADVERTISING  
TALKED TO PEOPLE, THEY'D  
PUNCH YOU IN THE FACE.

©hugh



# Overall Best Practices

Elements Every Post Should Have

1

## **Concise Text**

No more than 4 lines of compelling messaging designed to engage the viewer.

3

## **Click Through URL**

Provide a clickable URL to additional content or registration.

2

## **Image or Video**

Feature one compelling and relevant image or video in each post.

4

## **Tags**

Tag everyone and everything that is applicable in the body of the post.

# Campaign Content Ideas

To be deployed over the life of the campaign.

- **Behind-the-Scenes Content**
- **Artist Interviews**
- **Fun Facts**
- **Artist Spotlights**
- **Composer Spotlight**
- **Artist Takeover**
- **Video Features**
- **Influencer Content**

# Custom Audiences

---



**A Custom Audience  
contains people who  
have interacted with  
your organization  
previously.**





Website Visitors

Tim Kelsey

Pierre Mol

Cory Brown

Alex Phelps

Aron Schuhmann

Ronald Mock

facebook

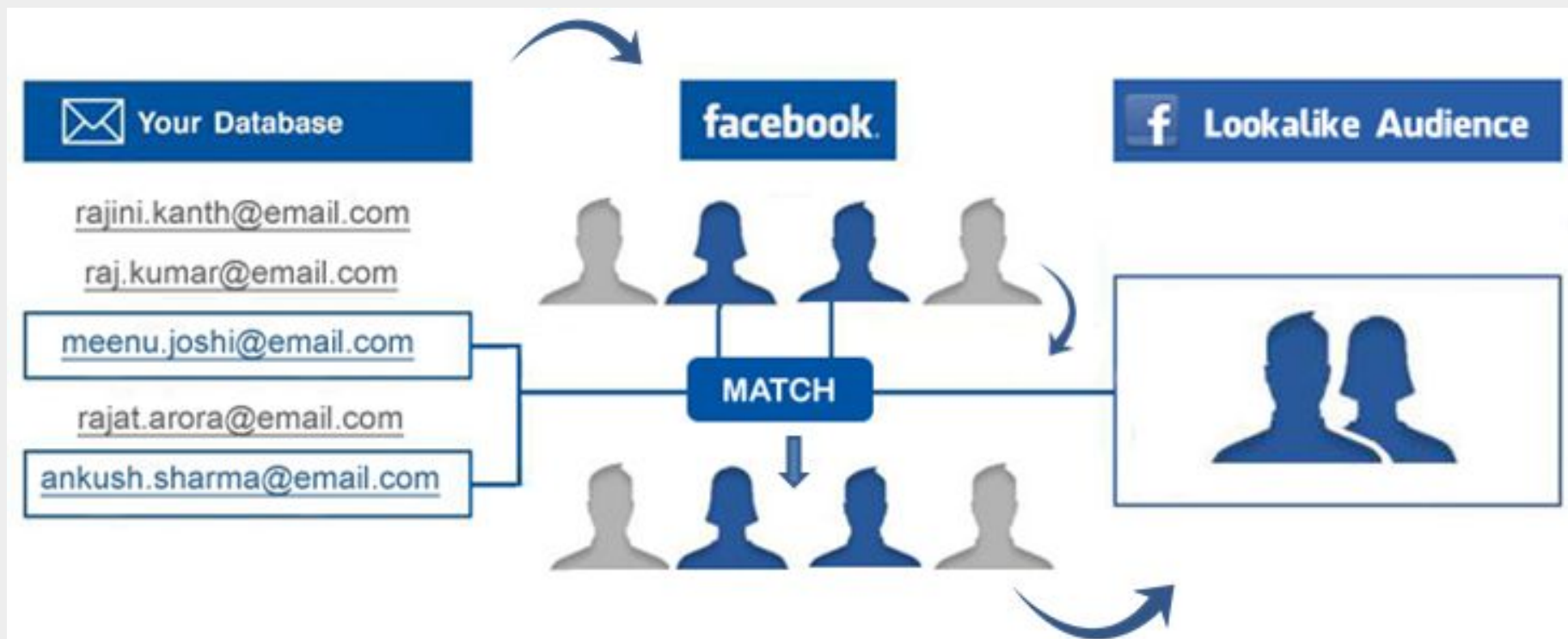





Custom Audience

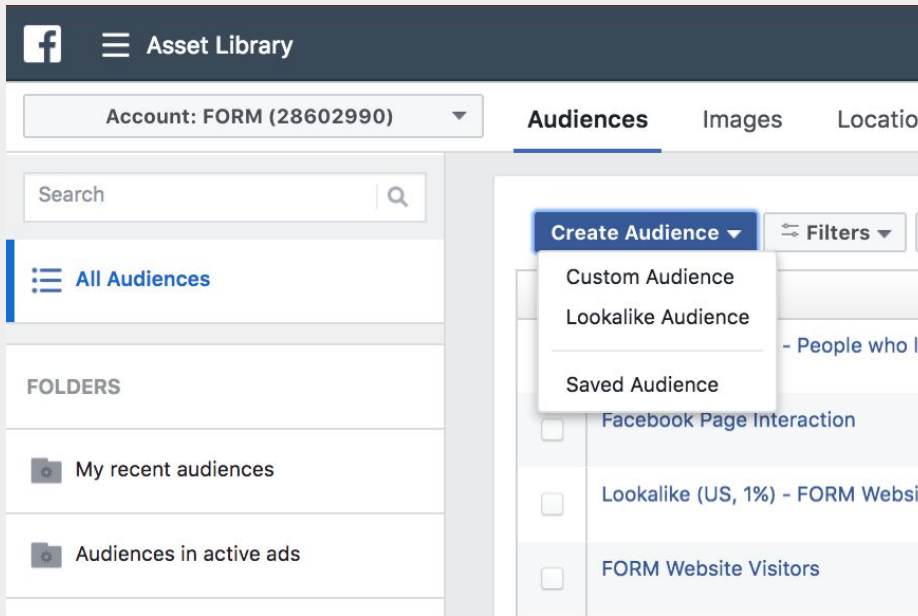


MATCH






<div>   Asset Library <div>Search business</div> </div>					
★ Frequently Used	☰ Plan	+ Create & Manage	📊 Measure & Report	🗄 Assets	⚙ Settings
<div>Ads Manager</div> <div>Business Settings</div> <div>Billing</div>	<div>Audience Insights</div> <div>Creative Hub</div>	<div>Business Manager</div> <div>Ads Manager</div> <div>Power Editor</div> <div>Page Posts</div> <div>App Dashboard</div> <div>App Ads Helper</div> <div>Automated Rules</div>	<div>Ads Reporting</div> <div>Test and Learn</div> <div>Analytics</div> <div>Events Manager</div> <div>Pixels</div> <div>Offline Events</div> <div>App Events</div> <div>Custom Conversions</div> <div>Partner Integrations</div>	<div><u>Audiences</u></div> <div>Images</div> <div>Catalogs</div> <div>Business Locations</div> <div>Videos</div>	<div>Settings</div> <div>Business Settings</div> <div>Billing</div>
<a href="#">All Tools &gt;</a>	<div>  Audiences: Manage and create Custom Audiences, lookalikes and saved audiences. </div>				




Create a Custom Audience

How do you want to create this audience?


Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

**Customer File**


Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

**Website Traffic**


Create a list of people who visited your website or took specific actions using Facebook Pixel.

**App Activity**

Create a list of people who launched your app or game, or took specific actions.

**Offline Activity** NEW

Create a list of people who interacted with your business in-store, by phone, or through other offline channels.

**Engagement** UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

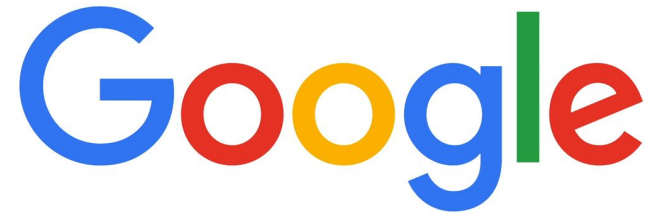
Cancel



**Above all, Facebook  
is about engaging  
with compelling  
content.**

# Recommended Resources

They're not all free, but all are good!



Campaign URL Builder







# Relevance drives response.

# Response drives conversions.

— Lee Gallagher

# Questions?

# Don't be shy!





FORM is a digital-first creative services firm for arts & culture and nonprofits. We provide web design, branding, graphic design, interactive kiosk design and digital marketing that helps our clients increase donations, reach patrons, enhance educational outreach and inspire action.

**[theformgroup.com](http://theformgroup.com) • 216-921-9460**